

Overview.

Problem.

Consumer Insight.

Solution.

Work in Progress

Final Deliverables.

Reflection.

**BACKGROUND**

MYTHEO's story begins in Japan at a fintech company called Money Design. In 2016, Money Design launched the very first robo-advisory service ("THEO") in Japan, under the regulation of the Japan Financial Services Agency. Now, over 75,000 Japanese investors benefit from their service which handles more than USD450 million in total assets under management.

ROLE

Art director, Creative Strategist, Motion, Graphic, Web designer

TEAM

Account managers: Julian Especkerman
Copywriters: Christyna Fong
Executive creative director: Edwin Lee
Lead creative strategist: Ming Ti Chan
Graphic designers: Najwan Danial
UI/UX designer: Abby Lee

the problem

The brief was to rebrand THEO, (a Japanese robo-advisory service) for the Malaysian target audience as **MYTHEO**.

Therefore, the task for this campaign was to come up with a CI guide, website, mobile app, and social media deliverables for MYTHEO's emergence into the Malaysian market.



Profile: The **Unthinking Investor**



DEMOGRAPHICS

Age: 20-30 | Area: Urban | Occupation: Entry to Experienced

PSYCHOGRAPHICS

Have not realised the importance of investing in their lives.

Living in the moment with experience driven purchases.

Perceive saving as appropriate financial planning for the future.

The wealth management challenges of Millennials

Financial education in Malaysia: Are we doing enough?

Dr Marimuthu Nadason - August 27, 2018 1:18 PM

Malaysian Graduates Have One Of The Lowest Expectations In The World For Starting Salaries

By Justin Tan - 22 Jan 2018, 06:36 PM

Fresh graduates are not so demanding after all.

insight

Through these highly digitally savvy but financially low consumers, Theo can change their perception of investment as a purely financial tactic but as a **lifestyle choice**.

"I DON'T HAVE
THAT MANY RAINY
DAYS TO BE
SAVING UP FOR
ANYWAY"

"INVESTING
SOUNDS
COMPLICATED.
I'D RATHER USE
A FIXED
DEPOSIT."

"I'M SATISFIED
WITH MY
CURRENT
LIFESTYLE."

"INVESTING IS
FOR LATER YEARS,
IT ISN'T RELEVANT
FOR ME NOW."

"I'M EARNING
LITTLE ANYWAY.
INVESTING IS NOT
VIABLE FOR ME."

"SAVING IS
ENOUGH FOR ME.
IT'S ENOUGH
TO TRAVEL."

So, how do we bridge the gap between an experience-driven generation and the real need to ensure their financial future is taken care of?

By realising that the **reason for investing** matters as much as investing itself. Because a purpose-driven generation needs a strong reason to believe that investing is the better option for their financial future. The old-school method just doesn't cut it if they want to live the life they truly want. And we do that by appealing to their core motivation; to **live fully, purposefully, and in the moment.**

the solution

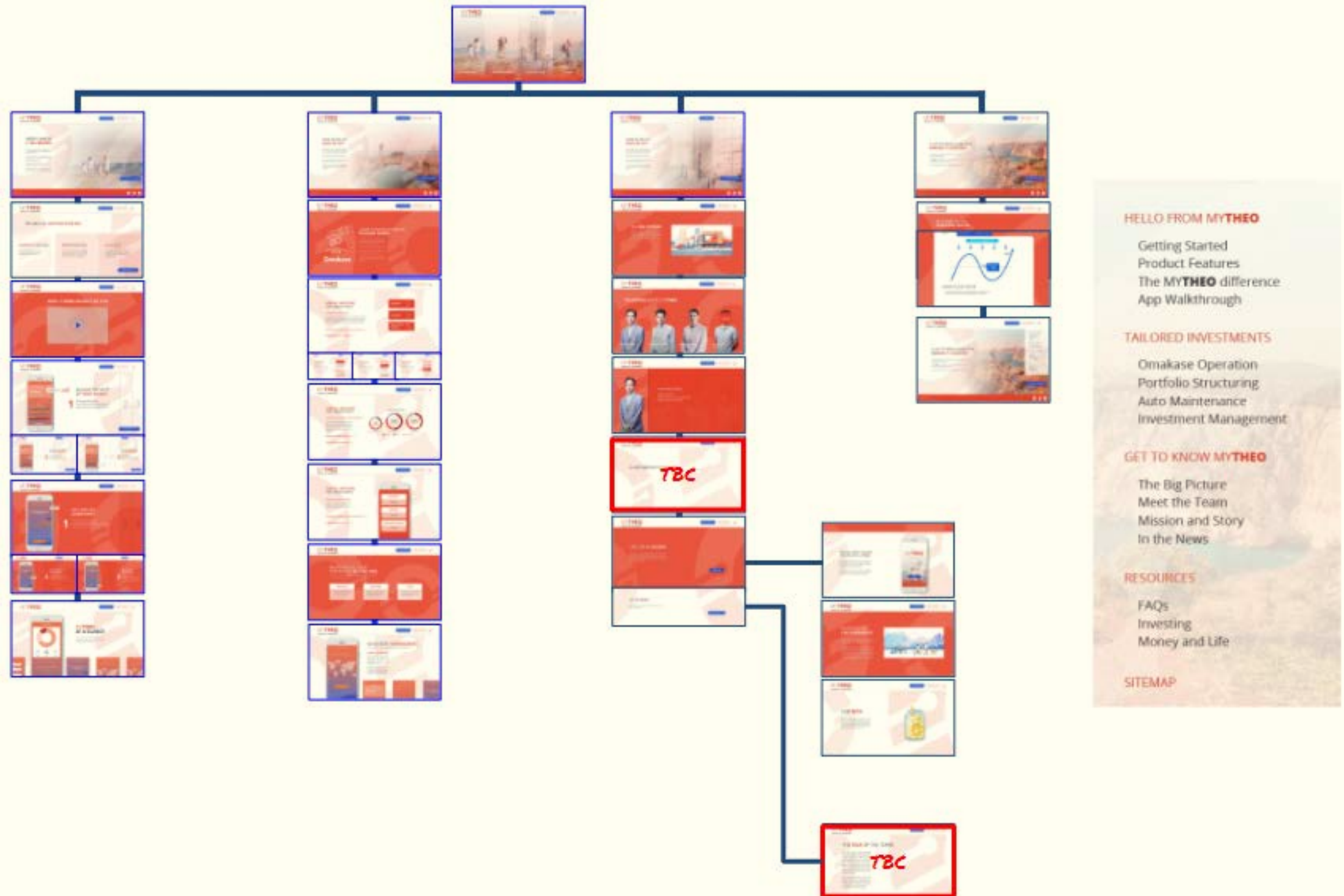
MYTHEO manages your money now, so you can manage your own life.



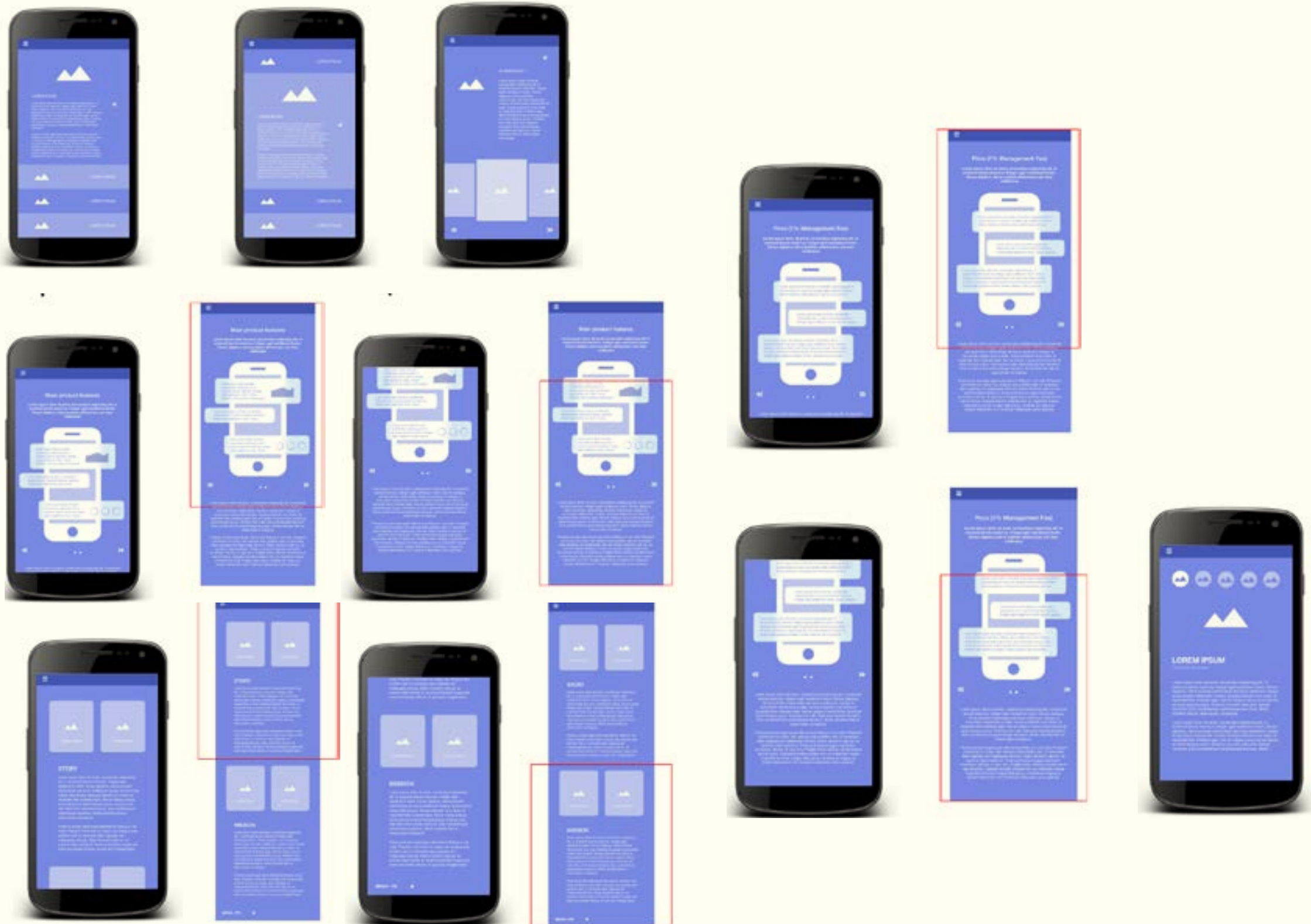
Invest in a Moment

Beginning your journey with THEO doesn't take long. All it takes is that first step, when you realise the most important part about investing is to start. And when you do, you're not just putting money in there to grow a nest of cash. It's there so we can help you make life's moments happen. You're investing to create moments that matter to you.

website wireframe design



UI/UX wireframe



storyboard



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LOGO USAGE



OUR TYPOGRAPHY

DISPLAY TYPEFACE

Khula Bold typeface is used at large sizes for headings, intended to capture the audience's attention. Statements should be easy to read and pleasing to look at.

This typeface was chosen to provide a sense of reliability, freedom, and simplicity associated with using MyTheo.

USAGE

- Headlines and display ONLY.
- Body copy, call to action, data and information.

KHULA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Information can be presented either in all caps or in sentence case.

60pt KHULA BOLD ALL CAPS
Khula Bold Sentence Case

36pt KHULA BOLD ALL CAPS
KHULA BOLD SENTENCE CASE

OUR TYPOGRAPHY

PRIMARY TYPEFACE

Open Sans typeface is intended for use on extended passages of text. This allows information to be digested easily.

This typeface was chosen for its simple, clean, and businesslike feel due to its structured edges.

USAGE

- Body copy, content, call to action.
- Headlines and display.

OPEN SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#\$%^&*()

SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#\$%^&*()

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#\$%^&*()

LIGHT

SEMIBOLD Can be used for short, standalone information or call to action. Information presented can be in upper or sentence case.

REGULAR Can be used for body copy, particularly copy smaller than 21pt. Information should be presented in sentence case.

LIGHT Can be used for body copy. Information should be presented in sentence case.

COLOUR CODE



COLOUR COMBINATIONS IN ADVERTISING



LOGO: DO'S

Do use the full logo where applicable.



Otherwise, use the icon only for buttons, badges, and whenever there is excessive repetition of the logo.



LOGO: DONT'S

Our logo is an integral part of our brand that represents our identity. In order to always be recognisable, the logo should look consistent wherever it is. Therefore, it should not be altered or distorted in any application at all.

Use the exact colour codes provided. The knockout logo should only be used when the background saturation or colour are too similar to the logo. MyTheo should be able to stand out and be easily recognisable at a glance.

TL;DR

Leave it as is, and make sure it is clearly visible.

MYTHEO

Do not alter the logo colour in any way.

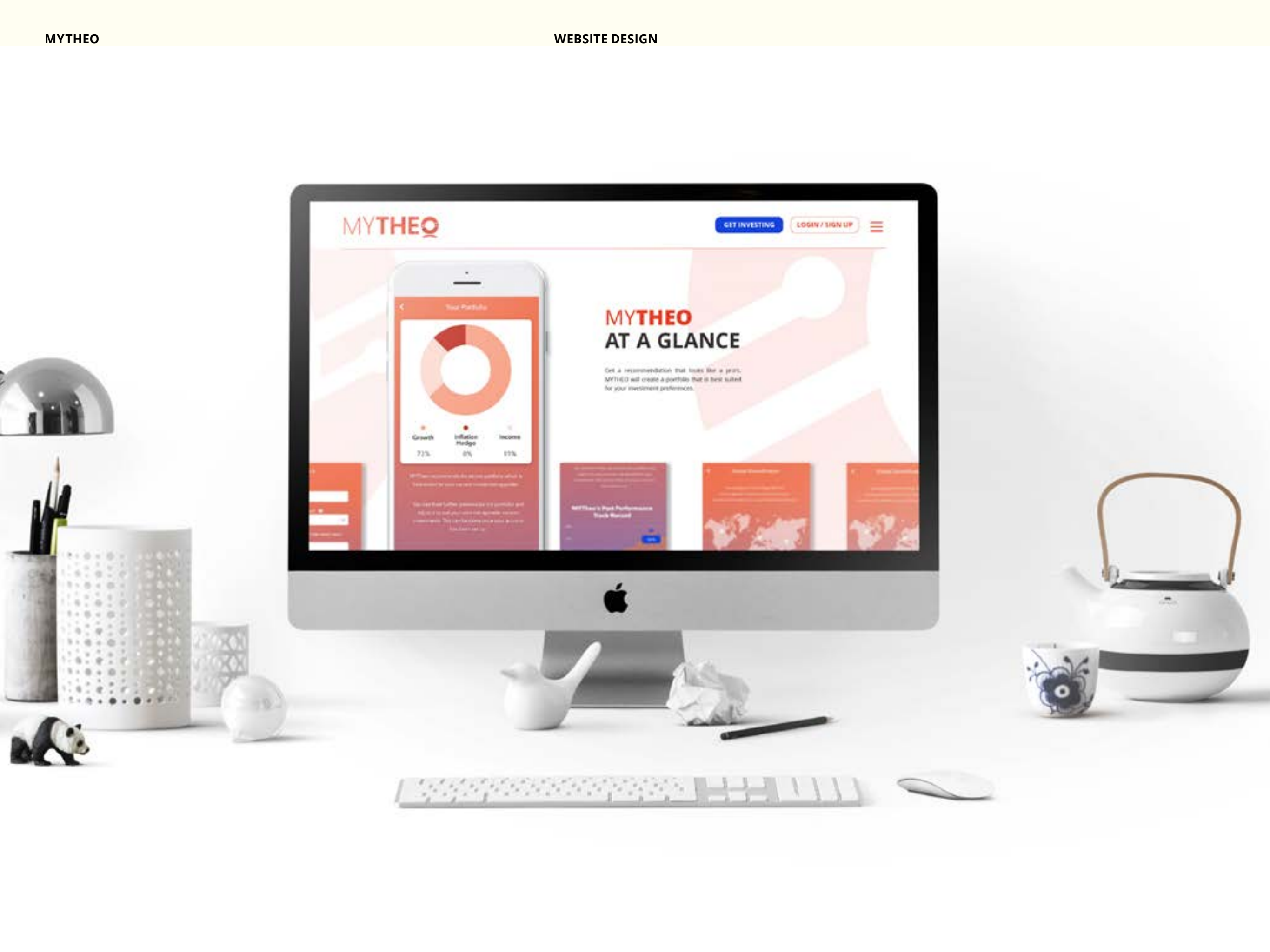
MY THEO

Do not change the proportions of the logo or move any elements around.

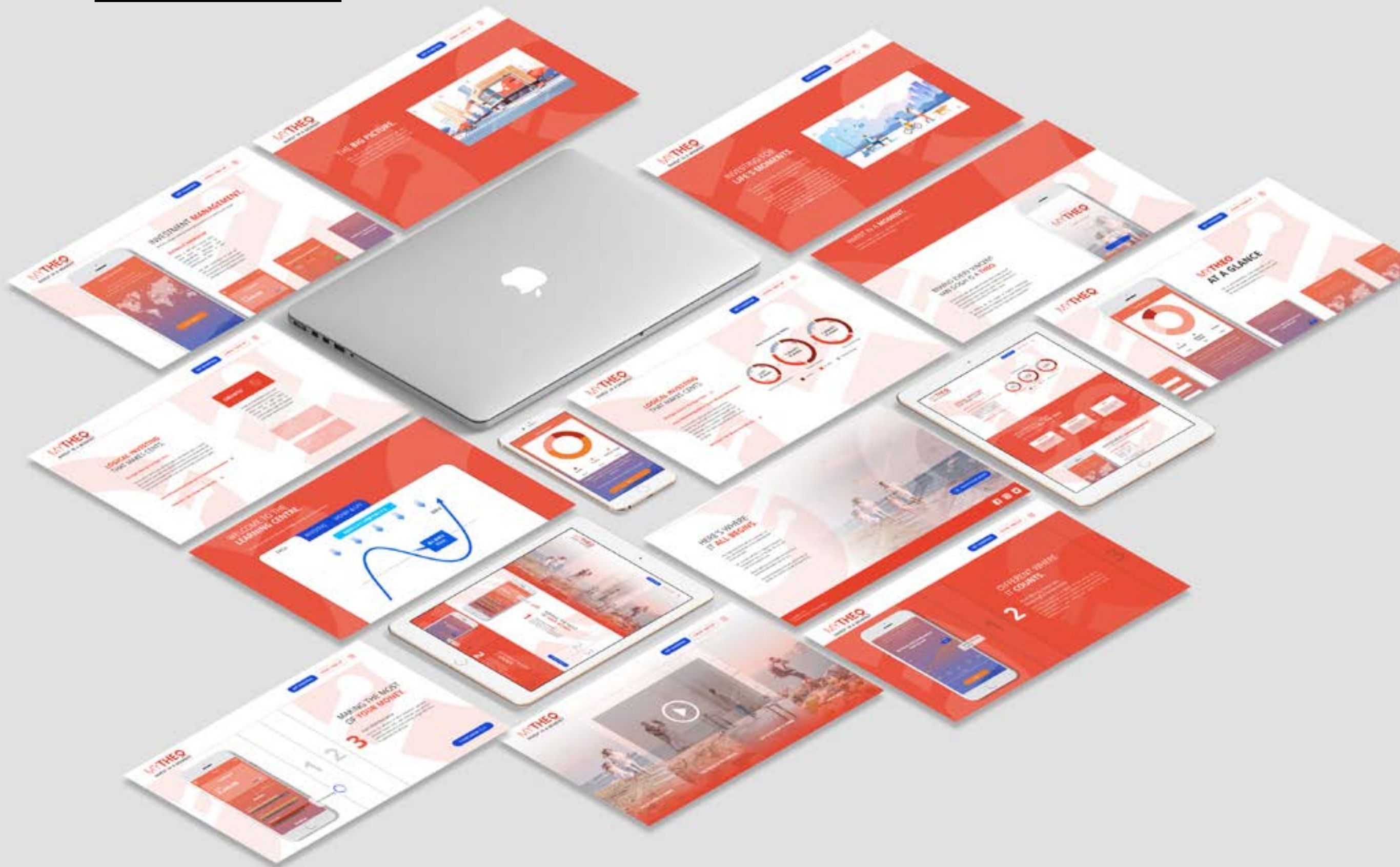
MYTHEO

Do not add any effects or drop shadow to the logo.





You can view the completed website at
<https://www.mytheo.my/mytheo/>



The mobile app is downloadable from the app store at
<https://apps.apple.com/app/mytheo-by-gax-md-sdn-bhd/id1462652551>





The explainer video can be viewed on MYTHEO's website

<https://www.mytheo.my/mytheo/mytheo-explained#3>

reflection.

This was one of my most memorable projects in my professional experience, and the catalyst for my interest in UI/UX design.

It was also my first time being given near full responsibility for leading the design team from start to finish.